

## The TV that widens your view!

This 28" Widescreen TV offers high contrast picture with sharp details. Incredible Surround Sound adds an extra dimension to the viewing experience.

### Enhanced video performance

- Super Flat Blackline D picture tube provides a high-contrast, vivid picture

### Impressive sound

- Incredible Surround™ for enhanced audio enjoyment

### Great convenience

- 10 pages of teletext for fast access to information
- New 2 teletext pages side by side across a widescreen TV



# PHILIPS

# 28" Widescreen TV

# 28PW5408

## Technical specifications

### Picture

- Screen Size : 28" (70 cm)
- Visible screen size : 66 cm
- Picture Tube : Super Flat Black Line FX
- Scan Velocity Modulation (Scavem)
- Contrast Plus
- Sharpness Control
- Colour Temperature

### Sound

- Sound Power : 10 W RMS  
20 W Music Power
- Incredible Surround
- 2 On Board Speakers
- Ultra Bass

### Ease of Use Installation

- Plug & Play
- 100 Preset channels
- Autostore
- Smart ATS

### Ease of Use Utilisation

- Top Controls
- Remote Control : RCLE014  
(suitable for VCR/DVD)
- Smart Picture : Soft, Natural,  
Control Rich, Multimedia, Personal
- Smart Sound : Movie, Speech Music,  
Control Personal
- Dual I-II
- 6 Wide screen : 4:3, Zoom 14:9, Zoom  
modes 16:9 Subtitle zoom,  
Super zoom, Wide screen
- Subtitle and Heading shift
- Continuous Zoom
- WSSB

### Connections

- Side
- CVBS Video in
  - Audio L/R (cinch/RCA) in
  - Headphone Jack 3,5 mm out
- Back
- Euro A/V connector Ext1 (RGB in, CVBS in/out)
  - Euro A/V connector Ext2 (S-Video in, CVBS in/out)
  - Stereo Audio out (cinch) Constant level

### Information

- 10 Pages Smart Text
- 4 Favourite Pages
- Program Information Line
- Twin Page Text

### Reception

- Tuning System : PLL digital tuning
- Tuner : VHF, UHF, S-Channel,  
Hyperband
- Aerial Input : 75 ohm Coaxial
- TV System : See table
- Stereo System : See table
- Video Playback : NTSC 4.43/3.58

### Miscellaneous

- Mains : AC 220-240V +/- 10%
- Power Consumption: 66W Normal Operation  
<1 W Stand by
- Set Weight : 32 kg
- Weight Incl. : 39 kg  
Packaging
- Set Dimension : 785 x 503 x 525 mm  
(W x H x D)
- Box Dimension : 934 x 710 x 666 mm  
(W x H x D)
- TV Colour : Silver Frost (11027)

## Product highlights

### Super Flat Black Line FX

The Black Line FX Tube has Highly Pigmented Phosphors that give a better contrast, especially in daylight viewing.

### Scavem

An innovative circuit design to enhance edge details by varying the speed of the electron beam, providing a sharp and crisp picture.

### Contrast Plus

A special circuitry has been incorporated into this receiver to enhance the darker portions of the picture for added realism and overall picture quality.

### Incredible Surround

Incredible Surround widens the sound stage, giving you the impression of having extra speakers all around you.

### Plug & Play

Having connected the tv, it automatically searches for all channels and installs them.

### 10 Pages Smart Text

Fast access to your own programmed favourite text pages.

### Twin Page Teletext

You can watch 2 pages of the Teletext page consecutively, display on 2 halves of the screen.

### Top Controls

Volume and channel change controls on top of the TV to enable easy adjustment without the remote control.

### Side Connections

Digital cameras and video games can be connected quickly and easily to video or stereo AV inputs. Connect your headphones (optional) for convenient private listening.

version		stereo system						transmission system					
		2CS DK	NICAM DK	2CS BG	NICAM BG	NICAM I	NICAM LL'	PAL BG	PAL DK	PAL I	SECAM BG	SECAM DK	SECAM LL'
28PW5408	/01	•	•	•	•	•	•	•	•	•	•	•	•
28PW5408	/05	•	•	•	•	•	•	•	•	•	•	•	•
28PW5408	/58	•	•	•	•	•	•	•	•	•	•	•	•

Predecessor :

Chassis : L04

Introduction : Year 2004

Date of issue 2004-01-15

Specifications subject to change without notice.

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